




1 E Mcbee Ave, Greenville, SC 29601  
Drive Time: 5, 10, 15 Minutes

Latitude: 34.84965  
Longitude: -82.39939

	5 minutes	10 minutes	15 minutes
 2000 Total Population	36,601	138,980	238,556
2000 Group Quarters	1,891	7,485	8,367
2010 Total Population	37,312	146,004	268,551
2015 Total Population	38,500	152,475	287,581
2010 - 2015 Annual Rate	0.63%	0.87%	1.38%
 2000 Households	16,052	58,084	97,211
2000 Average Household Size	2.16	2.26	2.37
2010 Households	16,652	62,071	110,692
2010 Average Household Size	2.12	2.23	2.35
2015 Households	17,295	65,306	119,083
2015 Average Household Size	2.11	2.22	2.34
2010 - 2015 Annual Rate	0.76%	1.02%	1.47%
2000 Families	8,280	34,169	62,006
2000 Average Family Size	2.99	2.92	2.96
2010 Families	8,007	34,603	67,929
2010 Average Family Size	2.98	2.91	2.96
2015 Families	8,121	35,740	72,180
2015 Average Family Size	2.97	2.9	2.95
2010 - 2015 Annual Rate	0.28%	0.65%	1.22%
 2000 Housing Units	18,606	64,480	106,423
Owner Occupied Housing Units	40.8%	48.9%	55.6%
Renter Occupied Housing Units	45.6%	41.2%	35.8%
Vacant Housing Units	13.6%	9.8%	8.7%
2010 Housing Units	20,224	71,044	124,386
Owner Occupied Housing Units	36.9%	45.6%	53.3%
Renter Occupied Housing Units	45.4%	41.8%	35.7%
Vacant Housing Units	17.7%	12.6%	11.0%
2015 Housing Units	21,349	75,477	134,810
Owner Occupied Housing Units	35.9%	44.8%	52.9%
Renter Occupied Housing Units	45.1%	41.8%	35.4%
Vacant Housing Units	19.0%	13.5%	11.7%
<b>Median Household Income</b>			
2000	\$25,780	\$33,029	\$38,203
2010	\$30,995	\$40,432	\$48,493
2015	\$34,622	\$47,192	\$55,226
<b>Median Home Value</b>			
2000	\$83,949	\$89,060	\$99,200
2010	\$105,280	\$113,352	\$131,366
2015	\$120,247	\$129,696	\$148,421
<b>Per Capita Income</b>			
2000	\$17,408	\$20,744	\$22,100
2010	\$20,288	\$23,836	\$26,362
2015	\$22,444	\$26,310	\$28,875
<b>Median Age</b>			
2000	37.1	35.1	35.6
2010	39.2	37.0	37.7
2015	40.0	37.6	38.3


**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



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 <b>2000 Households by Income</b>			
Household Income Base	16,084	58,045	97,135
< \$15,000	31.4%	21.6%	17.8%
\$15,000 - \$24,999	17.1%	15.9%	14.0%
\$25,000 - \$34,999	14.3%	15.1%	13.9%
\$35,000 - \$49,999	13.8%	16.1%	16.9%
\$50,000 - \$74,999	11.1%	15.1%	17.4%
\$75,000 - \$99,999	4.8%	6.9%	8.9%
\$100,000 - \$149,999	4.4%	5.5%	6.9%
\$150,000 - \$199,999	1.8%	1.8%	1.9%
\$200,000+	1.3%	2.0%	2.2%
Average Household Income	\$38,702	\$48,576	\$53,420
<b>2010 Households by Income</b>			
Household Income Base	16,656	62,071	110,692
< \$15,000	27.5%	18.5%	14.4%
\$15,000 - \$24,999	14.2%	12.3%	10.3%
\$25,000 - \$34,999	13.1%	12.7%	11.0%
\$35,000 - \$49,999	14.3%	16.2%	15.7%
\$50,000 - \$74,999	14.0%	18.1%	20.0%
\$75,000 - \$99,999	8.8%	11.1%	13.8%
\$100,000 - \$149,999	5.0%	7.1%	9.6%
\$150,000 - \$199,999	1.4%	1.6%	2.3%
\$200,000+	1.8%	2.5%	2.9%
Average Household Income	\$44,770	\$55,043	\$63,104
<b>2015 Households by Income</b>			
Household Income Base	17,297	65,307	119,083
< \$15,000	25.4%	16.5%	12.5%
\$15,000 - \$24,999	13.9%	11.7%	9.6%
\$25,000 - \$34,999	11.0%	10.4%	8.8%
\$35,000 - \$49,999	12.1%	13.2%	12.4%
\$50,000 - \$74,999	17.8%	22.8%	24.7%
\$75,000 - \$99,999	9.4%	11.6%	14.0%
\$100,000 - \$149,999	6.4%	8.9%	11.8%
\$150,000 - \$199,999	1.8%	2.0%	2.9%
\$200,000+	2.1%	2.9%	3.2%
Average Household Income	\$49,230	\$60,348	\$68,832
<b>2000 Owner Occupied HUs by Value</b>			
Total	7,513	31,499	59,160
<\$50,000	23.9%	18.4%	14.2%
\$50,000 - 99,999	36.0%	39.0%	36.4%
\$100,000 - 149,999	17.7%	18.7%	23.2%
\$150,000 - 199,999	9.0%	10.4%	12.0%
\$200,000 - \$299,999	6.2%	7.1%	8.1%
\$300,000 - 499,999	5.8%	4.7%	4.6%
\$500,000 - 999,999	1.2%	1.3%	1.4%
\$1,000,000+	0.2%	0.2%	0.2%
Average Home Value	\$118,810	\$122,794	\$130,882
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	8,489	26,561	37,929
With Cash Rent	96.1%	95.6%	95.3%
No Cash Rent	3.9%	4.4%	4.7%
Median Rent	\$332	\$434	\$452
Average Rent	\$345	\$438	\$461

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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<b>2000 Population by Age</b>			
 Total	36,599	138,983	238,556
Age 0 - 4	5.7%	6.0%	6.4%
Age 5 - 9	6.2%	6.1%	6.6%
Age 10 - 14	6.1%	6.0%	6.5%
Age 15 - 19	5.9%	7.2%	6.9%
Age 20 - 24	6.7%	9.0%	7.7%
Age 25 - 34	16.2%	15.5%	15.1%
Age 35 - 44	15.6%	14.5%	15.4%
Age 45 - 54	13.3%	12.5%	13.4%
Age 55 - 64	8.3%	8.6%	9.1%
Age 65 - 74	6.9%	7.2%	6.7%
Age 75 - 84	6.5%	5.5%	4.8%
Age 85+	2.8%	1.8%	1.5%
Age 18+	78.3%	78.4%	76.8%
<b>2010 Population by Age</b>			
Total	37,313	146,003	268,551
Age 0 - 4	5.8%	6.1%	6.4%
Age 5 - 9	5.7%	5.8%	6.3%
Age 10 - 14	5.4%	5.5%	6.1%
Age 15 - 19	6.0%	7.1%	6.8%
Age 20 - 24	7.2%	8.8%	7.3%
Age 25 - 34	14.0%	14.1%	13.4%
Age 35 - 44	13.9%	13.2%	13.8%
Age 45 - 54	14.3%	13.6%	14.4%
Age 55 - 64	12.1%	11.5%	12.0%
Age 65 - 74	7.1%	7.0%	7.1%
Age 75 - 84	5.2%	5.0%	4.5%
Age 85+	3.4%	2.5%	2.1%
Age 18+	79.7%	79.2%	77.5%
<b>2015 Population by Age</b>			
Total	38,503	152,475	287,581
Age 0 - 4	5.8%	6.0%	6.3%
Age 5 - 9	5.6%	5.8%	6.3%
Age 10 - 14	5.5%	5.7%	6.3%
Age 15 - 19	5.4%	6.7%	6.5%
Age 20 - 24	7.0%	8.5%	7.1%
Age 25 - 34	14.8%	14.1%	13.3%
Age 35 - 44	12.8%	12.6%	13.1%
Age 45 - 54	12.9%	12.5%	13.4%
Age 55 - 64	13.1%	12.3%	12.6%
Age 65 - 74	9.0%	8.6%	8.6%
Age 75 - 84	5.0%	4.8%	4.4%
Age 85+	3.2%	2.4%	2.0%
Age 18+	79.9%	79.3%	77.6%
<b>2000 Population by Sex</b>			
Males	47.6%	47.9%	48.1%
Females	52.4%	52.1%	51.9%
<b>2010 Population by Sex</b>			
Males	48.1%	48.3%	48.3%
Females	51.9%	51.7%	51.7%
<b>2015 Population by Sex</b>			
Males	48.1%	48.4%	48.4%
Females	51.9%	51.6%	51.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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

	5 minutes	10 minutes	15 minutes
 <b>2000 Population by Race/Ethnicity</b>			
Total	36,600	138,980	238,556
White Alone	53.6%	68.8%	72.7%
Black Alone	43.3%	26.0%	22.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.7%	1.5%	1.7%
Some Other Race Alone	1.3%	2.3%	1.8%
Two or More Races	1.0%	1.3%	1.2%
Hispanic Origin	3.5%	5.7%	4.6%
Diversity Index	55.7	51.7	47.1
<b>2010 Population by Race/Ethnicity</b>			
Total	37,313	146,002	268,551
White Alone	49.8%	64.2%	69.0%
Black Alone	44.4%	26.5%	22.4%
American Indian Alone	0.3%	0.4%	0.4%
Asian or Pacific Islander Alone	1.0%	2.1%	2.5%
Some Other Race Alone	2.9%	4.8%	3.7%
Two or More Races	1.6%	2.1%	1.9%
Hispanic Origin	7.6%	12.0%	9.5%
Diversity Index	61.7	61.9	56.3
<b>2015 Population by Race/Ethnicity</b>			
Total	38,500	152,476	287,581
White Alone	48.7%	63.0%	68.1%
Black Alone	44.9%	26.8%	22.5%
American Indian Alone	0.3%	0.4%	0.4%
Asian or Pacific Islander Alone	1.1%	2.3%	2.8%
Some Other Race Alone	3.2%	5.3%	4.0%
Two or More Races	1.7%	2.3%	2.1%
Hispanic Origin	8.8%	13.9%	11.0%
Diversity Index	63.1	64.3	58.6
 <b>2000 Population 3+ by School Enrollment</b>			
Total	35,135	133,816	229,618
Enrolled in Nursery/Preschool	1.2%	1.3%	1.5%
Enrolled in Kindergarten	1.6%	1.5%	1.6%
Enrolled in Grade 1-8	10.3%	10.2%	11.1%
Enrolled in Grade 9-12	5.7%	5.1%	5.5%
Enrolled in College	3.0%	6.9%	5.6%
Enrolled in Grad/Prof School	1.0%	0.9%	0.9%
Not Enrolled in School	77.2%	74.0%	73.8%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	26,102	97,465	180,309
Less than 9th Grade	12.5%	8.7%	6.6%
9th - 12th Grade, No Diploma	17.8%	13.5%	11.2%
High School Graduate	25.1%	26.7%	27.1%
Some College, No Degree	14.3%	16.5%	18.0%
Associate Degree	5.0%	6.3%	7.1%
Bachelor's Degree	16.0%	18.1%	19.4%
Graduate/Professional Degree	9.3%	10.2%	10.5%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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 <b>2010 Population 15+ by Marital Status</b>			
Total	31,037	120,600	218,060
Never Married	36.9%	35.8%	31.8%
Married	39.6%	44.7%	50.5%
Widowed	10.8%	8.1%	7.2%
Divorced	12.8%	11.3%	10.5%
 <b>2000 Population 16+ by Employment Status</b>			
Total	29,386	112,135	189,204
In Labor Force	58.2%	63.9%	65.7%
Civilian Employed	53.2%	59.9%	62.3%
Civilian Unemployed	4.9%	4.0%	3.3%
In Armed Forces	0.1%	0.1%	0.1%
Not in Labor Force	41.8%	36.1%	34.3%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	84.3%	87.0%	88.5%
Civilian Unemployed	15.7%	13.0%	11.5%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	87.0%	89.3%	90.6%
Civilian Unemployed	13.0%	10.7%	9.4%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	15,489	59,218	99,447
Own Children < 6 Only	6.5%	6.4%	7.1%
Employed/in Armed Forces	3.9%	3.8%	4.2%
Unemployed	0.3%	0.3%	0.3%
Not in Labor Force	2.3%	2.3%	2.6%
Own Children < 6 and 6-17 Only	4.0%	4.7%	5.3%
Employed/in Armed Forces	2.3%	2.5%	2.9%
Unemployed	0.3%	0.3%	0.3%
Not in Labor Force	1.5%	1.9%	2.1%
Own Children 6-17 Only	13.3%	13.9%	15.9%
Employed/in Armed Forces	8.5%	9.3%	11.0%
Unemployed	0.8%	0.6%	0.5%
Not in Labor Force	4.0%	4.0%	4.3%
No Own Children < 18	76.2%	75.0%	71.8%
Employed/in Armed Forces	34.2%	37.1%	36.5%
Unemployed	2.9%	2.7%	2.3%
Not in Labor Force	39.0%	35.1%	33.0%
 <b>2010 Employed Population 16+ by Industry</b>			
Total	14,220	62,063	117,736
Agriculture/Mining	0.6%	0.4%	0.3%
Construction	7.3%	7.9%	7.6%
Manufacturing	13.2%	13.5%	14.6%
Wholesale Trade	3.0%	3.2%	3.6%
Retail Trade	12.2%	12.2%	12.3%
Transportation/Utilities	2.8%	3.3%	3.6%
Information	3.1%	3.8%	3.7%
Finance/Insurance/Real Estate	6.7%	6.2%	6.7%
Services	48.1%	47.2%	45.3%
Public Administration	3.0%	2.4%	2.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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<b>2010 Employed Population 16+ by Occupation</b>			
Total	14,219	62,064	117,736
White Collar	53.8%	57.7%	61.5%
Management/Business/Financial	11.7%	12.0%	14.1%
Professional	19.6%	20.3%	21.2%
Sales	11.9%	12.8%	12.9%
Administrative Support	10.6%	12.6%	13.3%
Services	21.4%	17.6%	15.4%
Blue Collar	24.9%	24.7%	23.1%
Farming/Forestry/Fishing	0.4%	0.2%	0.2%
Construction/Extraction	6.4%	6.3%	5.6%
Installation/Maintenance/Repair	3.1%	3.4%	3.5%
Production	8.5%	8.6%	8.2%
Transportation/Material Moving	6.5%	6.2%	5.7%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	15,285	65,753	115,789
Drove Alone - Car, Truck, or Van	71.9%	75.5%	79.5%
Carpooled - Car, Truck, or Van	19.0%	15.9%	13.6%
Public Transportation	1.8%	0.7%	0.5%
Walked	4.3%	4.7%	3.0%
Other Means	1.5%	1.2%	1.0%
Worked at Home	1.5%	2.0%	2.4%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	15,287	65,752	115,789
Did Not Work at Home	98.5%	98.0%	97.6%
Less than 5 minutes	5.4%	4.2%	3.3%
5 to 9 minutes	16.9%	13.9%	11.7%
10 to 19 minutes	39.9%	39.8%	39.8%
20 to 24 minutes	13.1%	15.9%	17.4%
25 to 34 minutes	13.9%	15.3%	16.5%
35 to 44 minutes	2.5%	2.6%	2.7%
45 to 59 minutes	3.2%	3.2%	3.1%
60 to 89 minutes	2.0%	1.8%	1.8%
90 or more minutes	1.5%	1.3%	1.4%
Worked at Home	1.5%	2.0%	2.4%
Average Travel Time to Work (in min)	18.7	19.3	20.1
<b>2000 Households by Vehicles Available</b>			
Total	16,028	58,111	97,183
None	22.5%	12.2%	9.1%
1	42.8%	42.3%	38.3%
2	25.9%	32.5%	36.9%
3	7.2%	10.3%	12.3%
4	1.3%	2.0%	2.6%
5+	0.3%	0.6%	0.8%
Average Number of Vehicles Available	1.2	1.5	1.6

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 <b>2000 Households by Type</b>			
Total	16,053	58,083	97,211
Family Households	51.6%	58.8%	63.8%
Married-couple Family	29.6%	40.0%	46.5%
With Related Children	12.5%	16.3%	20.2%
Other Family (No Spouse)	22.0%	18.9%	17.3%
With Related Children	13.8%	12.0%	11.3%
Nonfamily Households	48.4%	41.2%	36.2%
Householder Living Alone	41.4%	34.6%	30.5%
Householder Not Living Alone	7.0%	6.6%	5.8%
Households with Related Children	26.4%	28.4%	31.5%
Households with Persons 65+	27.5%	25.0%	22.7%
<b>2000 Households by Size</b>			
Total	16,052	58,084	97,211
1 Person Household	41.4%	34.6%	30.5%
2 Person Household	28.7%	32.9%	33.6%
3 Person Household	13.4%	14.9%	16.1%
4 Person Household	9.3%	10.5%	12.3%
5 Person Household	4.5%	4.6%	5.1%
6 Person Household	1.7%	1.6%	1.6%
7+ Person Household	1.1%	0.9%	0.9%
<b>2000 Households by Year Householder Moved In</b>			
Total	16,030	58,109	97,183
Moved in 1999 to March 2000	23.3%	25.3%	24.4%
Moved in 1995 to 1998	29.1%	26.7%	28.0%
Moved in 1990 to 1994	13.3%	13.0%	13.6%
Moved in 1980 to 1989	13.4%	12.1%	12.8%
Moved in 1970 to 1979	8.1%	9.6%	10.0%
Moved in 1969 or Earlier	12.7%	13.3%	11.2%
Median Year Householder Moved In	1995	1995	1995
 <b>2000 Housing Units by Units in Structure</b>			
Total	18,579	64,422	106,385
1, Detached	61.3%	59.2%	61.6%
1, Attached	3.1%	2.8%	3.1%
2	7.6%	4.5%	3.8%
3 or 4	7.1%	5.1%	3.8%
5 to 9	7.0%	7.9%	7.4%
10 to 19	3.7%	6.1%	5.5%
20+	8.3%	7.9%	6.8%
Mobile Home	1.9%	6.5%	7.9%
Other	0.0%	0.0%	0.1%
<b>2000 Housing Units by Year Structure Built</b>			
Total	18,607	64,496	106,385
1999 to March 2000	0.6%	1.2%	2.6%
1995 to 1998	2.9%	5.0%	8.7%
1990 to 1994	3.5%	5.7%	7.7%
1980 to 1989	7.3%	14.7%	17.6%
1970 to 1979	10.4%	16.7%	18.9%
1969 or Earlier	75.3%	56.6%	44.5%
Median Year Structure Built	1954	1966	1973

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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<b>Top 3 Tapestry Segments</b>			
1.	Modest Income Homes	Home Town	In Style
2.	Metropolitans	Young and Restless	Home Town
3.	Home Town	Modest Income Homes	Midlife Junction



**2010 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$18,431,560	\$83,996,553	\$169,956,798
Average Spent	\$1,106.87	\$1,353.23	\$1,535.40
Spending Potential Index	46	57	64
Computers & Accessories: Total \$	\$2,340,691	\$10,873,318	\$22,182,570
Average Spent	\$140.57	\$175.18	\$200.40
Spending Potential Index	64	80	91
Education: Total \$	\$13,200,574	\$61,023,094	\$124,856,518
Average Spent	\$792.73	\$983.12	\$1,127.96
Spending Potential Index	65	81	92
Entertainment/Recreation: Total \$	\$34,558,555	\$160,078,588	\$329,203,901
Average Spent	\$2,075.34	\$2,578.96	\$2,974.05
Spending Potential Index	64	80	92
Food at Home: Total \$	\$50,819,872	\$228,971,744	\$458,386,941
Average Spent	\$3,051.88	\$3,688.87	\$4,141.10
Spending Potential Index	68	82	93
Food Away from Home: Total \$	\$35,783,300	\$163,217,892	\$329,670,188
Average Spent	\$2,148.89	\$2,629.54	\$2,978.27
Spending Potential Index	67	82	93
Health Care: Total \$	\$42,470,101	\$191,155,752	\$384,972,627
Average Spent	\$2,550.45	\$3,079.63	\$3,477.87
Spending Potential Index	68	83	93
HH Furnishings & Equipment: Total \$	\$18,761,890	\$87,183,087	\$180,254,016
Average Spent	\$1,126.70	\$1,404.57	\$1,628.43
Spending Potential Index	55	68	79
Investments: Total \$	\$15,934,182	\$77,103,630	\$162,501,352
Average Spent	\$956.89	\$1,242.18	\$1,468.05
Spending Potential Index	55	71	84
Retail Goods: Total \$	\$258,199,831	\$1,190,199,712	\$2,424,690,588
Average Spent	\$15,505.63	\$19,174.81	\$21,904.84
Spending Potential Index	62	77	88
Shelter: Total \$	\$167,175,157	\$758,705,577	\$1,557,966,390
Average Spent	\$10,039.34	\$12,223.19	\$14,074.79
Spending Potential Index	64	77	89
TV/Video/Audio: Total \$	\$14,123,564	\$63,773,530	\$127,790,637
Average Spent	\$848.16	\$1,027.43	\$1,154.47
Spending Potential Index	68	83	93
Travel: Total \$	\$18,450,386	\$86,355,022	\$182,448,622
Average Spent	\$1,108.00	\$1,391.23	\$1,648.25
Spending Potential Index	59	73	87
Vehicle Maintenance & Repairs: Total \$	\$10,317,394	\$47,220,542	\$95,919,930
Average Spent	\$619.59	\$760.75	\$866.55
Spending Potential Index	66	81	92

**Data Note:** The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.